

ORIGINAL

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Implementation of Section 10 of the)
Cable Consumer Protection and)
Competition Act of 1992)
)
Broadcast Signal Carriage Issues)
To: The Commission

MM Docket No. 92-259

RECEIVED

JAN 19 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

REPLY COMMENTS OF
INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA, INC.

Independence Public Media of Philadelphia, Inc.
("Independence"), by its attorneys, hereby submits the following
comments regarding the policies and conditions proposed in the
above captioned proceeding.

Background

Independence is a Pennsylvania non-profit corporation which is
the licensee of public television station WYBE-TV, Philadelphia.
WYBE-TV signed on the air on June 10, 1990. Operating WYBE-TV is
Independence's principal activity.

Although WYBE is the only public television station licensed
to the city of Philadelphia, the Philadelphia television market
("ADI") is served by a number of non-commercial TV signals. WHYY,
Inc. operates WHYY-TV, Channel 12, Wilmington, DE, whose studios
and transmission facilities are both located within Philadelphia.¹
The New Jersey Public Broadcasting Authority operates WNJS, Channel
23, licensed to Camden, N.J. (immediately across the Delaware river

¹ WHYY is so identified with the Philadelphia market that over the
years citizens in Wilmington have filed a number of protests with
the Commission regarding the station.

from Philadelphia), as well as WNJT, Channel 52, Trenton (less than 15 miles from the northeast corner of Philadelphia). Lehigh Valley Public Telecommunications Corp. operates WLVT-TV, Channel 39, at Allentown, PA, approximately 40 miles north of Philadelphia.

WYBE offers a highly distinctive program service. A copy of its most recent program guide and an assortment of newspaper articles are attached to these Reply Comments as Exhibit I.

WYBE produces and broadcasts more locally-oriented public affairs programs than any other non-commercial television station in Pennsylvania. In addition, WYBE broadcasts a wide range of local, national, and international cultural and news programs.

WYBE has broadcast weekly live call-in programs dealing with a range of important health issues, including sexually transmitted diseases among the school age population, cancer, etc.; a weekly live call-in program for people suffering from AIDS; a weekly program dealing with vital issues in the Spanish-speaking community; a daily Korean language news program; a magazine series exploring the issues and culture of the country's gay and lesbian community; and a daily news program from Japan in English dealing with the economy and world affairs.

WYBE is dedicated to creating and broadcasting innovative television programs to unserved and underserved multi-cultural audiences in Philadelphia and the surrounding region. Its program service does not duplicate that of any other public television station in the Philadelphia area.

Unfortunately, however, WYBE-TV does not enjoy cordial relations with WHYI-TV, Wilmington, or WLVT, Allentown. These older stations appear to regard WYBE as a potentially damaging competitor.

WHYI, WNJS, WNJT, and WLVT long preceded WYBE-TV in signing on the air, and, indeed, pre-dated much of the cable construction in the Philadelphia area. According to Broadcasting Yearbook, WHYI began broadcasting in 1963; WNJS in 1972; WNJT in 1971; and WLVT in 1965.

Because of their placement and history, all four of these stations are widely carried on cable systems in the Philadelphia ADI. However, because both WNJS and WNJT are affiliated with New Jersey's state public TV network, cable systems often carry only one of these stations.

Despite the fact that it has operated since 1990, and has vigorously sought cable carriage, WYBE is carried on only one of the four cable systems serving Philadelphia. The lone cable system carrying WYBE, operated by Greater Media, Inc., has about 75,000 subscribers. This is approximately 4% of the roughly 1.8 million households subscribing to cable within the Philadelphia TV market.²

Because A-B switches are highly ineffectual in practice, reception of WYBE is in effect blocked in over 60% of the homes in the Philadelphia television market.

² The Philadelphia TV market contains approximately 2.7 million television households.

WYBE's over-the-air reception is also far from ideal. WYBE is a UHF station operating with a directional transmitting antenna and operating at approximately 1.9 megawatts in the maximum lobe and less than 50 kilowatts at minimum. Outdoor UHF receiving antennas are comparatively rare in the Philadelphia area, meaning that most-non-cable subscribers rely on indoor antennas (or merely the TV set's antenna leads) for UHF reception. When viewers lack adequate receiving antennas, WYBE is often unable to deliver a strong enough signal to compensate.

It is hard to overestimate the hardship which lack of cable carriage has caused to WYBE.

Comments on the Commission's Proposed Rules

Clearly, given the quantity of public TV stations in the Philadelphia ADI, WYBE is likely to be affected by the definition of "substantial duplication" adopted by the Commission, as well as by standards for the selection of stations to be carried on cable systems with fewer than 36 channels.

With regard to substantial duplication, Independence concurs with the comments of America's Public Television Stations ("APTS"),³ and the joint comments of Consumer Federation of America and Media Access Project (CFA/MAP). Both of these commenters believe that substantial duplication should be defined according to

³ WYBE is not a member of APTS, although it supports the organization's goals.

the amount of simultaneous program duplication. WYBE notes that APTS has quoted solid support for this position from the House Report on Cable Television Consumer Protection and Competition Act ("1992 Act"),⁴ and that CFA/MAP has found simultaneous duplication to be the basis of Section 76.33(a)(2) of the Commission's Rules, which was the basis of the NPRM's proposed standard.⁵

APTS proposed that the Commission adopt a standard of 50% of simultaneous duplication taking into account the full broadcast day. CFA/MAP proposed a 50% standard based on prime time only. Either of these standards is acceptable to Independence, although it appears that the APTS proposal is best grounded in the legislative history of the 1992 Act.

A standard based upon simultaneous program duplication is vital to WYBE-TV.

As already reported in these Reply Comments, rivalries exist between WYBE-TV and certain other local public TV stations, and duplication is a product of more than one station's programming decisions. For example, programs have premiered on WYBE, only to be picked up later by WHYI. The Commission needs to be aware that its current proposal could allow an existing dominant station to "bump" a competitor off of cable by picking up most of the smaller station's programming.⁶ Because the Commission has proposed to

⁴ See comments of APTS at p. 17-20.

⁵ See comments of CFA/MAP at p. 8.

⁶ This strategy is made somewhat difficult because the Commission has proposed to base its definition of substantial duplication on prime time programming only. However, a definition based on full-
(continued...)

allow cable systems to select which qualified noncommercial signals to carry, the longest-established and best known stations would be the most likely to be carried.

Such an eventuality would not occur if simultaneous duplication is the standard; indeed, even a deliberate effort to achieve simultaneous duplication would probably fail, since program schedules are normally set many weeks before they are made public. A further safeguard against scheduling gamesmanship would be to spread the determination of substantial duplication over several weeks as CFA/MAP recommends⁷ or to select the "sample week" after the fact, as APTS suggests.⁸

Independence agrees with APTS's analysis that noncommercial station carriage should not be left to the discretion of cable operators, which have a long history of undermining must carry. APTS's comments amply support this position from the legislative history of the 1992 Act, and from the Commission's own reports.⁹ We agree that a clear and simple standard to select stations for carriage is needed when more qualified noncommercial signals are available than a cable system is required to carry.

⁶(...continued)
day non-simultaneous duplication would allow -- and indeed encourage -- one station to pick up a majority of another's offerings and transmit them at odd hours. There is no public interest benefit in rewarding such a strategy.

⁷ See comments of CFA/MAP at p. 8.

⁸ See comments of APTS at pp. 19-20.

⁹ Comments of APTS at pp. 3-4.

Independence supports the proposed APTS standard for priority in carriage: that systems be required to carry the in-state station that is most local, as measured by the distance of the primary community's reference point to the cable systems's principal headend.¹⁰ Local, in-state stations are most likely to be aware of, and responsive to, the needs of cable viewers in nearby communities.

Respectfully submitted,

INDEPENDENCE PUBLIC MEDIA
OF PHILADELPHIA, INC.

By: 
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Its Attorneys

January 19, 1993

¹⁰ Id at p. 15.

EXHIBIT 1

CHANNEL 35's Winter '93 Program Schedule

WYBE-TV 35's aim is to serve Philadelphia's diverse communities, people whose concerns are not adequately addressed in the local media. We attempt to bring our communities closer together with television that promotes positive social change through education, communication and cooperation.

To Become A MEMBER: Call 215-483-3900 & leave your name, address & phone # or send your tax-deductible contribution to:

Member Levels

- ☐ \$35
- ☐ \$65
- ☐ \$125
- ☐ \$_____

WYBE-TV 35
Membership Dept.
P.O. Box 11896
Philadelphia, PA
19128-1604

PM	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30
Monday				Living With Animals	Sports Report	Club Connect	Deaf Mosaic	GED	Eastern Europe: Breaking with the Past		Epidemic! HIV (LIVE)	The Editors	The Lonesome Pine Specials		Sessions		World in Review	Today's Japan	The Editors (R)	Korean News
Tuesday				Club Connect (R)	Another Page	Word On Words	Globe Watch	Destinos: Spanish Intro.	Nuestra Salud (LIVE)	Urban Health Report	People's Health (LIVE)	Medically Speaking	Eyes on the Prize		Germany Live		European Journal (R)	Today's Japan	Medically Speaking (R)	Korean News
Wednesday				Insurance Corner	All About T.V.	Hard Cover	Sports Report (R)	The Black Entrepreneur	Alternative Views		Conexion Latina (LIVE)	Tony Brown's Journal	Literatti	The Arts Around Us	Paper Tiger TV	Deep Dish TV	Worldwide Rhythm	Today's Japan	Literatti	Korean News
Thursday				Malone	Artbeat	WYBE Special	Seniors Speak Out!		America's Defense Monitor	We Do The Work	M.O.C.T. /Russian (LIVE)	Contact (Russian)	Community Forum (LIVE)	WYBE Weekly Special	Heritage	Faces of Culture	Europa Semanal	Today's Japan	ICI Canada Today	Korean News
Friday				Simply Fishing	The Garden Path	Living With Animals	Make Peace With Nature	The Desert Speaks	Thinking Allowed	To The Contrary	Cell-block Digest (LIVE)	America's Drug Forum	Sessions (R)		Voice	The Green-room	Asia Now	Today's Japan	This is Only a Test	Korean News
Saturday	Seniors Speak Out! (R)			Deaf Mosaic (R)	Another Page (R)	Destinos (R)	GED (R)	Sociological Imagination	Learn To Read	Korean Community	Korean Drama	We Do The Work (R)	Organizing Labor	Irish Music & Dance	Worldwide Rhythms (R)		The Lonesome Pine Specials (R)		Movies from the Vault	
Sunday			Let's Learn Japanese	Artbeat (R)	Sound Off	America's Defense Monitor (R)	Tony Brown's Journal (R)	Rutgers Forum	Eyes on the Prize (R)		Belief and Believers		European Journal	Focus on Europe	U.N. World Chronicle	Asia Now (R)	World in Review (R)	World in Focus	Paper Tiger TV	Deep Dish TV

(LIVE) - Community-based, Live Call-in Programming

SCHEDULE AS OF 1/7/93



INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA

FAST FACTS

WYBE-TV 35 has been on the air since June 1990.

WYBE can be seen on UHF Channel 35 and Greater Media Cable Channel 35.

WYBE's broadcast day begins at 3:30 pm Mon-Fri, 2:00 pm Sat, and 5:00 pm Sun.

WYBE's strongest viewer pledged financial support is in the Northwest section of Philadelphia, specifically Germantown and Mt. Airy.

WYBE seeks to broadcast a schedule of programs that serves audiences traditionally unserved by television in Philadelphia.

WYBE'S HIGHLIGHTS

Created and produced on-going weekly live community affairs programs.

WYBE's Community Forum and weekly call-in programs have addressed topics such as domestic violence, tenants' rights, women's health issues, economic development of small businesses, and finding services for those who are HIV+.

Syndicated a national 4-part series to the PBS network.

GULF CRISIS TV PROJECT was an unprecedented nationwide collaborative effort of public access cable stations, peace organizations and public television stations which probed alternative resolutions to the Persian Gulf conflict.

Curated and Produced a series of independent film and video productions.

THROUGH THE LENS was a 10 week series comprised primarily of broadcast premieres, which gave the prime-time spotlight largely to local independent producers. The second season is currently being produced.

Awarded the "Community Empowerment Award" from the Bread and Roses Community Fund.

An annual award given in honor of individuals and organizations who have tried to make and keep peace here in the Delaware Valley area and abroad.

Granted funding by educational groups such as the Philadelphia Federation of Teachers (PFT) and the Faculty Federation of the Community College of Philadelphia (Local 2026).

Granted Corporate and Foundational funding from organizations such as Subaru of America, CoreStates Philadelphia National Bank and the William Penn Foundation.



INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA

MISSION STATEMENT

I. Independence Public Media of Philadelphia, Inc. is a Pennsylvania 501(c) (3) nonprofit corporation established in 1982 and licensed to build and operate WYBE TV-35, a community-oriented, noncommercial public television station that is responsive to community needs and interests in the greater Philadelphia area.

II. WYBE-TV seeks to encourage the democratic use of public telecommunications and to serve communities and audiences currently unserved or underserved by existing area television broadcasters. WYBE-TV seeks to use broadcast TV as an active medium for positive social change, the empowerment of communities and individuals, and for innovation in public communications, education and interchange.

III. WYBE-TV seeks to provide programming, via live and recorded coverage, production and acquisition, which addresses the issues and concerns of communities, organizations and individuals working for an equitable, nurturing society, programming which promotes diverse cultural expression and interchange throughout the station's diverse audiences.

IV. WYBE-TV seeks to be representative of the diverse Philadelphia public which it serves culturally and across gender, class, age, race, ethnic group and sexual orientation in its governing and advisory bodies, as well as staffing and programming.

-- approved by the Board of Directors on February 6, 1991

LIVE, COMMUNITY-BASED, CALL-IN PROGRAMS

produced by WYBE-TV 35

EPIDEMIC! HIV

Produced by people who are HIV positive, gives information about services available for people with AIDS or who are HIV positive

Hosted by Arnold Jackson, of We the People, an AIDS service organization.

AIRTIME: Monday, 7PM-7:30PM.

THE PEOPLE'S HEALTH: WHATEVER IT TAKES

Open discussion on health issues, hosted by Carol Rogers of the Philadelphia Department of Health.

AIRTIME: Tuesday, 7PM-7:30PM.

CONEXION LATINA

Focus on current topics of interest to the Hispanic community.

Hosts varies.

AIRTIME: Wednesday, 7PM-7:30PM.

MYSLI OBRAZY SOBYTIYA TALANTY (M.O.C.T.)

Russian program

Basic survival information as well as cultural activities for recent Russian immigrants are covered by host, local Russian emigre, Victor Alexandar.

AIRTIME: Thursday, 7PM-7:30PM.

CELL BLOCK DIGEST

The only program of its kind devoted to issues of concern for prisoners and their families. Hosted by Allen Hornblum, chief of staff for Philadelphia Sheriff John Green and Sharon Fowler, counselor in the community service program for the Pennsylvania Prison Society.

AIRTIME: Friday, 7PM-7:30PM

COMMUNITY FORUM

Various community leaders take turns hosting "Community Forum," and cover specific areas of interest for African American Women, Asian American and the gay and lesbian community. (This is not a call-in program.)

AIRTIME: Thursday, 8PM-8:30PM. Host: Barbara Smith of Jobs for Peace.

First Thursday of the month, *"On! Sistah"*

2nd Thursday of the month, *"Asian American United"*

3rd Thursday of the month, *"Out of the Closet"*

4th Thursday --- Open topic

TUESDAY
May 5, 1992
BUSINESS, on C8

The Philadelphia Inquirer
DAILY MAGAZINE
PEOPLE • HOME • MOVIES • THE ARTS • TV • STYLE

SECTION

C

On Channel 35, compelling images beyond the mainstream

By Jonathan Sturges
PHILADELPHIA

You will meet the most fascinating people in Channel 35's *Through the Lens II*, an ambitious series that provides a glimpse of "On, shut up" to those suffering labors of negativity who argue that public TV is a waste of money.

Protected in more confined spaces to the mobility by the huge stacks of silver that surround them, these people make space. They agree with a gesture, with their arms, that television has grown to such a vast array of channels that everyone now has

Review: Television

Through the Lens II

Air, 8 to 10 p.m. Tuesday through June 23 on Channel 35. Repeat at 9 p.m. Saturdays.

a chance to be heard in the free market. When, Mr. and Mrs. Peter Markey, is the victim in a Louisiana backwater or deal with Blanche Epps, one of the doghouses of urban gardening in Philadelphia? Which soul con-

vey will give air to the views of Hung Lu and Sam Sun, young Asian immigrants with firsthand knowledge of contemporary race relations?

Through the Lens II, a series of 29 independent films and videos, has only a few relatively straightforward instructions of these people, but it also moves back in history and forward into stimulating, if sometimes uncomfortable, technological shenanigans.

The series, which began April 21, runs every Tuesday from 8 to 10 p.m. through June 23. Repeats are scheduled at 9 p.m. Saturdays. WTRB is broadcast over the air and also

carried by Greater Media Cable on Channel 35. Those served by other companies should refer to the WTRB site for cable.

These works are held together by an out-of-the-box point of view, but there is a lot of variety, with each night broadly arranged around specific topics, such as family or community, June 2 is devoted simply to visual experiments.

The best offerings seen included May 12 and 16, under the title "Women Pictures," May 19 and 23, "Community Issues and Out," and in the final week, June 21 and 27, "Through the Lens of the Lens." But all the hours have

something that's worth watching.

Only two of the works are longer than half an hour. The best accessible work, such as the animated "Marx's Dilemma" (June 3 and 6) in which a sort of anime, who is also a bugging executive, shows the struggle of her pet, man under 10 minutes. The belated element is pleasantly refreshing, rather than frustrating.

Overall quality seems slightly lower than it was with the last *Through the Lens* series last year. Many of the short documentaries aren't short enough. A few, such as "See Channel 35 on C7"

Images from beyond the TV mainstream

CHANNEL 35 from C1

"First Comes Love" (June 16 and 20), which advocates changes in the law to accommodate homosexual marriages, are simply tiresome.

But there are some wonderful efforts:

"Sermons & Sacred Pictures" (June 23 and 27) presents the work of the Rev. L. O. Taylor, a Baptist minister in Memphis who had a knack for movie-making. Before television, his home movies chronicling life among his black contemporaries drew audiences in the thousands, and today they provide a rare visual record of an ignored segment of '30s and '40s society.

Taylor's films of his annual trips to the National Baptist Convention — the 1939 gathering in Philadelphia gets considerable footage here — were the only glimpses many of his parishioners had of black life outside of Memphis.

"Beyond Imagining" (May 12 and 16) is a biography of Margaret Anderson, founder of the *Little Review*, which in the years before World War I introduced Americans to a pantheon of artists: Frank Lloyd Wright, Marcel Duchamp, Gertrude Stein, Ben Hecht, Mar Ray, Carl Sandburg, e.e. cummings, Marianne Moore and others.

Published 'Ulysses'

The post office burned a lot of copies of Anderson's magazine, and she was fined for publishing an "obscene, lewd, lascivious, filthy, indecent and disgusting magazine" because she had the temerity to serialize James Joyce's *Ulysses*. Those nattering nabobs have been around for a long time.

You've got to love Anderson, who bailed out of Indianapolis as soon as she could and went to Chicago to produce what she hoped would be nothing less than "the most interesting magazine that had ever been launched." She published, and lived her life "making no compromise with the public taste." The film by Wendy Weinberg, like many in the series, was supported by the Philadelphia Independent Film and Video Association and produced under the auspices of Temple University.

Through the Lens makes some compromise with public taste, containing virtually none of the sex that drives the Jesse Helms crowd nuts. There's more off-color language these days on *Nightline*.

It's safe to say that even Helms would like "Capriccio" (June 2 and 6), in which the Ben Franklin Bridge meets Brahms, to the benefit of both and of anybody who sees and hears this stunning little video.

A different sort of music video, "Bunks Blues" (May 12 and 16), offers the black-and-white image of a woman dancing, magnificently manipulated to provide the sensation of a moving oil painting. "J'ai les blues," goes the singer, as the lady dances, stops, multiplies.

Images of ourselves

"Mirror, Mirror" (May 12 and 16) juxtaposes various masked women with assemblages of perfectly formed mannequins. The women talk about their bodies, and the mannequins and some ancient movie newsreels clearly illustrate the extent of the American mania for bodily perfection.

Few of the women are happy with their bodes, and as they talk, the viewer tends to build unattractive images of them as people. The movie makes its striking point when the masks come off at the end, and we see how startlingly more important a person's smile is than the shape of her arms or bosom.

"Fighting in Southwest Louisiana" (May 19 and 23), artful in its simplicity, introduces Danny, a gay postman whose confidence and positive attitude carry more weight in Vinton, La., than his unpopular sexual orientation.

"I say," says Danny, "if you act like you have ... something to be ashamed of, then they treat you like that. But if you just act like ... 'this is how it is, and there's no big deal about it,' then even people in redneck southwest Louisiana can learn to accept that and basically respect you for just being yourself."

Danny even finds the bright side of having AIDS.

Some viewers may be put off by Danny holding hands and sharing a meek peck with his lover, though it's hard to imagine how anyone could not be uplifted by this guy.

Outsiders like Danny, this series demonstrates, can help invigorate society. He did it by himself in a small town, as he says, "in the middle of nowhere."

But nationally, tiny voices need amplification to be heard above the clamor of the loudmouths who know that change will diminish their unjust — and unproductive — share of power and wealth.

As no other medium can, responsible public television gives voice to society's very important little guys.



PHILADELPHIA
CONVENTION & VISITORS BUREAU

PENNSYLVANIA
CULTURAL COUNCIL



THROUGH THE
LENS RETURNS
TO WYBE-TV 35

THROUGH THE LENS 2

A Broadcast
Celebration of
Independently-Produced
Multicultural Film
and Video

Every Tuesday at 9 p.m.
through June 27.
Repeats every Saturday
at 9 p.m.

WYBE-TV 35

INDEPENDENCE PUBLIC MEDIA OF PHILADELPHIA

Dedicated to providing innovative, challenging
television. WYBE can be seen on UHF and
Greater Media Cable channels 35. 215/483-3900.

This Tuesday and Saturday (May 12 and 16)
at 9 p.m., *Through The Lens* presents *Women
Pictures*; four works by and about women.

Mirror, Mirror

(Jan Krawitz, Palo Alto, CA; 1990, 17:00, 16mm)

A diverse group of women discuss their body images and
sense of self.

Blanche Epps - In The Garden Of Gethsemane

(Jan Greenberg, Philadelphia; 1991, 8:42, slides to video)

A montage about West Philadelphian Blanche Epps and the
meaning of her community garden.

BEYOND IMAGINING

(Wendy Weinberg, Philadelphia; 1991, 30:00, 16mm)

Documents the life of Margaret Anderson, the creator of
Little Review, and a strong advocate against censorship
and mediocrity.

BUNKS BLUES

(Connie Coleman and Alan Powell, Philadelphia; 1990, 6:00, video)

Set to the lively Cajun music of Beausoleil, this video turns a
woman's dance into a choreographic fantasy of form in space
through computer manipulation.

Next Tuesday and Saturday, *Through the Lens* explores how we live together
in *Community: Inside and Out* featuring *Fighting in Southwest Louisiana*
by Peter Friedman & Jean-Francois Brunet and Dan Sipes' *Tigertown*.

Stay tuned for more provocative film and video on *Through the Lens II*.

Through the Lens II was funded in part by the
Pennsylvania Council on the Arts, Phoebe W.
Harris Charitable Trust, D. and J. Samuel S. Fels
Fund, and members of WYBE.

This ad has been made
possible in part by

CITY PAPER

TV Tonight

By David Bianculli

It's taken a long time, but WYBE-TV, the low-budget Philadelphia public television station largely overshadowed by WHYY-TV, has come up with a night of programming so distinctive, important and locally relevant that the station steps out of the shadow and steals the spotlight. It's a night devoted to MOVE, and two of the offerings — the ones available for preview — are completely riveting.

Cellblock Digest. (7-7:30 p.m., Ch. 35) — The first of the WYBE programs about MOVE, this is a live call-in show for prisoners and their families, with MOVE as the night's designated topic.

On the Move. (7:30-8 p.m., Ch. 35) — This program is a new interview with Ramona Africa. Unlike other interviews with MOVE members over the years, this one is devoid of both confrontation and profanity, and merely gives the former prisoner a chance, and 30 minutes, to give her side of the story and the ongoing MOVE controversy. After this program will be a one-hour discussion show with a panel of Philadelphians close to the MOVE events.

Mary Tyler Moore: The 20th Anniversary Show. (8-9 p.m., Ch. 10) — One of two CBS retrospective repeats tonight, this one is more fun because it gathers most of the MTM regulars in the same room to joke around and go down memory lane. CBS repeat.

MOVE: Questions and Answers. (8-9 p.m., Ch. 35) — Here, finally, is the WYBE triumph of the night. According to station officials, this marks the local premiere — hard as that is to believe — of a 1981 film about the still-controversial 1978 confrontation between police and members of MOVE. It was produced by Karen Pomer and Jane Mancini, who were Temple undergraduates at the time. The film opens shakily (literally as well as figuratively), with poorly delivered narration and an underwhelming collage of newspaper headlines. However, once Pomer and Mancini take to the streets of Philadelphia with their black-and-white video equipment — recording hundreds of hours' worth of interviews and events, and distilling them into one emotionally charged hour — the as-it-happened record is invaluable. And the way they catch members of the local TV and print media in action is sometimes quite funny.

P.M.
NBC
3
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ABC
6
6/6
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BHV
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TIM
47/3
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A&
29/3
BE1

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THE KOREA CENTRAL DAILY PHILADELPHIA BRANCH

필라델피아판

WYBE-TV 「밤 디즈」제너럴 매니저

지난 14일부터 필라델피아에서도 매일 한국어 TV 뉴스가 방영됨에 따라, 교포들은 고국에서 발생한 소식을 생생한 화면을 통해, 직접 보고 들을 수 있게 됐다.

미주중앙방송(KABC)은 비영리공영방송인 WYBE-TV(채널 35번)를 통해 토요일과 일요일을 제외한 매일 오후 10시부터 30분 동안 인공위성으로 수신한 KBS 9시뉴스를 방영하기 시작한 것.

이번에 한국어 TV방송이 이뤄지게 된 데는 WYBE-TV의 「밤 디즈」제너럴 매니저가 필라델피아 소수민족중 가장 급속히 성장하고 있는 한인커뮤니티의 위상을 높이 평가, 「크리스틴 워싱턴」제무이사들 WYBE-TV 경영진들을 설득했기 때문이다.

디즈는 84년부터 2년간 NBC를 지국장을 지낸 바 있는 친한파인사. 한국음식점 김치찌개를

가장 좋아하는 그는 한국 근부중 한국소년 제이슨 군(19, 한국명 배제전)을 양자로 입양, 슬하에 1남을 두고 있다.

「WYBE-TV는 ABC, NBC, CBS등 3대 TV방송사에 소외되고 있는 필라

시15분부터 자정까지. 앞으로 하루 12시간으로 방영시간을 늘릴 계획이다. 방송국 운영자금은 연방정부의 보조금과 기업체의 기부금으로 충당되고 있으며, 곧 주정부의 지원도 받는다고 한다. 물론 공영방송이라 광고는 없다.

프로그램은 주로 뉴스, 다큐멘터리, 포럼, 뉴스해

매일 오후10시 한국어 뉴스방영지원

“3대 TV에 소외된 소수민족이 타겟”

지역 소수민족 시청자들을 위해 90년 6월 첫 전파를 발사하기 시작했습다. 흑인, 스페인어, 아시안, 라틴인들 백인소수민족이 주요 타겟이고 필라델피아 8개커운티, 델라웨어주, 남부뉴저지를 가칭권으로 하고 있어, 이지역 거주 이민자들의 한인들은 누구나 WYBE-TV를 시청할 수 있습니다.

UHF채널인 WYBE-TV의 방송시간은 현지 오후4

시등 보도 및 고층문화가 주종을 이루며, 방송국 설립초부터 매일 스페인어 방송을 해오고 있으며, 「오늘의 알바니아」는 포도프로그래를 영어로 방영하고 있다. 그러나 한국어 방송은 처음.

「채널 35번이 영어, 스페인어, 외국어로 뉴스프로그램을 방송한 선례가 없기 때문에 기대가 큼니다.

앞으로 한국어 TV방송



WYBE-TV의 한국어 TV 뉴스 담당자들. 왼쪽부터 「크리스틴 워싱턴」 제무이사, 「밤 디즈」제너럴 매니저, 「진 하인즈」 홍보담당자.

의 반응이 좋으면, 베트남이 몇 갈보다.어방송도 시도해 보겠다는 디즈는 한국어TV방송이 한인 커뮤니티에 뿌리내리고 이민족까지 확산되기 위해서는 「한인들의 적극적인 성원과 지원이 필수적」이라고 당부했다.

〈신문수기자〉



COMMUNITY FOCUS

**Nuestro
Derecho
de Vivir Allí
- pág. 2**

634-2843

of the Delaware Valley, Serving the Hispanic community of the Metropolitan area

July 23, 1992

Programa hablará sobre su salud

Tiene preguntas sobre la salud? En el programa de televisión "Nuestra Gente y Salud" se las contestaremos. y Aracely Rosale contestará con gusto sus preguntas.

Sintonice el canal 35 los siguientes días 4, 11, y 18 de agosto de 1992 a las 10 de la noche. El programa es en vivo y en español. Para más información sobre este programa llame a Blanca al 427-9849 o a Aracely al 546-1258.

Llame al teléfono que aparecerá en la pantalla. Sus anfitrionas Blanca Hincapié y Aracely Rosale.

2-Community Focus -7/23/92

Latinos y el Sistema Penal en Conexión Latina

El próximo miércoles, 29 de julio, a las 7:00 p.m. en la emisora de televisión WYBE TV-35 de Filadelfia se presentará la cuarta edición del programa Conexión Latina. El tema de esta edición será Latinos y El Sistema Penal de Filadelfia. Esta discusión será moderada por Ana Molina y tendrá como panelistas a Mike Cruz, Asistente Especial del Superintendente del Prisiones de Filadelfia, Priscila Curet, Congreso Nacional Pro Derechos de los Puerorriqueños y Leonardo Arroyo, un ex-prisionero.

Para poder disfrutar de Conexión Latina puede hacerlo de dos maneras:

1. si no tiene cable TV, sintonice el canal 35.

2. si tiene cable TV, tendrá que desconectarlo reorientando la conexión al televisor y sintonizar el canal 35.

La inconveniencia de desconectar su cable para poder sintonizar nuestro canal es temporero pues las compañías de cable TV, Comcast y Wade, añadirán a WYBE TV a su repertorio de estaciones pronto, de hecho aquéllos que reciben servicio de Greater Media Cable no tiene que desconectar su cable.

Para más información sobre Conexión Latina llamen a William González al 426-8723 o a Alberto Cidón al 483-6906.

6-Community Focus -7/23/92



READ ON

The Newsletter of the Mayor's Commission on Literacy in Philadelphia

Vol. 8, No. 1

Edward G. Rendell, Mayor

Spring, 1992

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Read On

"The People's Health" Takes to the Air

One of the most serious difficulties faced by adults with inadequate literacy skills involves the delivery of health care services and information about issues of good health. From stopping preventable health problems to understanding how to take medications, a great deal of getting healthy or staying healthy relies on basic reading abilities.

Several organizations in the city, such as the Health Promotion Council and the Center for Literacy, have produced low level reading materials for adults around health care issues. Recently a new television program debuted which addresses basic health concerns for all Philadelphians.

This program, "The People's Health," will be of particular benefit to adults who lack basic literacy skills. It airs live on Tuesday nights from 7:00 to 7:30 p.m. on WYBE, Channel 36, Philadelphia's "other" public television station, and is hosted by Carol Rogers, a physician's assistant working at the Philadelphia Department of Health's District Health Center #1 at Broad and Lombard Streets.

"The People's Health," which began broadcasting in the middle of January, typically presents interviews with a variety of health care providers, policy makers, and community organizers with health-related concerns; information about various health services; and a call-in segment where viewers can present their questions and opinions to the host and the guests on the show. Carol Rogers identified several



Carol Rogers (left) on the set of "The People's Health" with Frances Walker of Parents Against Drugs, a recent guest.

al goals of the program: "I see one of the main functions of the program as increasing viewers' awareness of personal health issues, particularly in regard to health promotion and preventable health problems. I also think a program like this can be a great asset in demystifying what goes on in health care just by presenting information in language that lay people can understand. This kind of show can also benefit viewers by empowering them, both as individuals and as part of a community, to respond to and articulate their needs for accessible, high quality health care."

A recent edition of "The People's Health" showed a good example of how the show puts these goals into action. Carol interviewed Brita Hudson-Smith of the Black Women's Health Project, a group which advocates for improved health care services and works to educate women on their rights as patients. The interview focused on some of the immediate health care issues that African American women face and Ma. Hudson-Smith explained that

two of the concerns that her group is trying to address are cardiovascular disease and breast cancer.

The rest of the interview centered around practical advice for women on how often they should get mammograms and where such services are available, on how women can do breast self-exams, and what a woman should do if she finds a lump.

The call-in segment that followed this interview covered questions about breast exams and free PAP tests, and a request for information about a newly developed "female condom." "I think the kind of questions I've heard as host of this show just during the first months shows me that people are interested in their health and that they do have many questions," said Carol Rogers.

"As a health care worker," added Ms. Rogers, "it's appalling to see people with problems that you know are preventable. I hope that "The People's Health" can help people know where to get the services they need, what questions to ask when they get there, and how to stay healthy in general."

The MCOL has recently begun working with Ms. Rogers in producing the written messages which are shown during breaks on the show. Carol wanted to insure that the information being presented in these messages was readable by the largest number of viewers in her audience. The MCOL welcomes this kind of cooperative effort and we urge all Philadelphians to tune in regularly to "The People's Health."